

Agenda for 12/13/2011 ECC Meeting

- Roll Call, Approval of Minutes
- Visitors' Center update
- ECC Website
- Discuss Parameters for Endurance Capital Range of Reference
- Auburn Marathon (April 22, 2012)

November 2, 2011 Endurance Capital Committee Meeting Minutes

10 a.m.; Room 10, City Hall, Auburn, Calif.

Members Present: Harvey Roper (Downtown Business), Cynci Calvin (Secretary), Lisa Kodl (Cycling), Colleen Conley (Member at Large), Steve Holden (Member at Large), Robert Miller (Member at Large)
Guests: Jim Northey (Auburn Endurance Capital Marathon) and Jan Decker (Placer County Visitors Center)

I. Endurance Zone Invoices: all sent

II. ECC Website

- New color scheme unanimously approved.
- Options too deal with the broken code:
 - Need a helper with html skills
 - Need a new site set up with a program that is more user friendly
 - Steve will talk to Bob Richardson about approval to separate the site from the City of Auburn

III. Visitor Center (from Jan Decker)

- Old Firehouse is the new location
- Move hopes to be done by Jan. 1 (in spite of leak repairs)
- Ways the ECC can help the Center
 - ECC can encourage/advise events to use the Center packet pick-up and registration
 - ECC can suggest events add Visitor Center brochures, etc. to their goody bags
- Ways Visitor Center can promote Auburn as the Endurance Capital
 - Visitor Center volunteers available from ECC activities
 - Help with Endurance Capital visibility (maps, brochures, posters, website)
 - Meeting space for 12-14 people.
 - Have the Ride and the Run Tropics there.
 - Exposure of Auburn's signature events (The Ride and the Run) to 900-1200 visitors/month.
- Visitor Center trophy case discussion
 - Need to discuss this with Run and Ride Boards – possible support
 - Network with N. Lake Tahoe Visitors Center
 - Jan will let the ECC know about space available, actual location and security
 - Harvey will talk to the Run and the Ride boards.

V. Auburn Marathon Update (Jim Northey)

- April 22: Auburn Endurance Capital Marathon
- 501 c 3 event with Youth Fitness as beneficiary
- Cynci to get Jim contact info for putting flyers in California International Marathon's goody bags.
- ECC to do an aid station
- Other event: Enduro Motocross (date tba); Criterium (either /29 or 7/22); Speedway World Championships

VII. Next Meeting: Wednesday December 13, 10 a.m., City Hall

VIII. Meeting adjourned at 11:00 a.m.